

World Health Day 2004

Family Road Safety: Protect the Ones You Love



This year, CDC's theme for World Health Day, *Family Road Safety: Protect the Ones You Love*, provides a unique opportunity to promote road traffic safety for people of all ages. We've enclosed several ways your community might draw attention to this event throughout 2004. For more ideas, see the World Health Organization's toolkit for organizers (www.who.int/world-health-day/2004/toolkit/en).



Organize an Event or Activity:

There are many local events and activities that can raise awareness about road traffic safety. Here are a few ways you can partner with others to organize community events (see our resource list for potential partners). Remember, people feel good when they volunteer their time for a worthwhile cause. You'll find it takes only one or two events to make a noticeable difference in your community.

- Ask your mayor or other key city officials to provide a proclamation for World Health Day, *Family Road Safety: Protect the Ones You Love*. Ask if they will host a press conference to announce it. Find families who can take an active role by talking about how motor vehicle safety protected a loved one.
- Sponsor an essay or poster contest among school students and feature winning entries in the local newspaper, community centers, etc. Ask your community libraries to support and display the winning entries.
- Implement an incentive program in popular locations (e.g., grocery stores or day care centers) and reward people who are wearing their seat belts and have their children properly restrained in the back seat. Rewards can range from small items or food (e.g. stickers, key chains, candy) to raffle tickets for “free prizes” (e.g., child safety seats). Remember to solicit approval from property owners when selecting locations.
- Raise awareness through local vendors and businesses. Encourage businesses to display posters, promote road traffic safety, or offer coupons related to traffic safety products or services (e.g., child safety seats, bicycle helmets, reflective vests). Ask fast food restaurants to promote seat belt use among drive-through customers. Work with managers who supervise delivery drivers to reward road traffic safety behaviors among employees. Encourage motor vehicle-related businesses (car dealerships or car rental companies) to raise community awareness about road traffic safety by donating volunteers (employees and time) for community projects such as making sure child safety seats are properly installed. These businesses could also contribute cash to local charities, or donate effective car restraint systems to a local women/children's shelter.
- Present road traffic safety tips to local organizations that can influence others (e.g., parent-teacher associations, bicycle clubs, senior centers).
- Work with local schools to organize a bicycle safety rodeo or walking school bus. Remind drivers to “share the road” with others, including pedestrians, bicyclists, and motorcyclists.
- Work with community health care providers to organize a road traffic safety fair that features information about proper child passenger safety seat installation, community strategies that promote pedestrian safety, the effects of alcohol-impaired driving, graduated driver licensing programs for young drivers, seat belts, and speeding.

Suggestions for Media Outreach:

- Tailor the enclosed press release to your community's needs and send it to the local media outlets. You can access an electronic version of the document on the World Health Day website: www.cdc.gov/ncipc/whd2004. If English isn't the first language of your key audiences, local translators can help make sure your message reaches them.
- Invite local television stations and journalists to attend a World Health Day event in your community. (See ideas listed above.) Keep in mind that promoting a special event day doesn't guarantee news coverage. Increase your event's newsworthiness by finding a local angle. Provide news that viewers can use whether tips for safe driving, buying a safe child passenger seat, or expert advice on proper installation. Remember to provide local driving or motor vehicle trend data to reporters, too.
- Talk with your local traffic reporters about road traffic safety. Ask them to announce World Health Day and deliver a prevention message on the air (see www.cdc.gov/ncipc/whd2004 for sample messages).
- Learn more about how to generate media outreach online at the World Health Day website: www.cdc.gov/ncipc/whd2004.



Partner for Change:

Preventing deaths and injuries from motor vehicle crashes requires community-wide support and collaboration. Strengthen existing partnerships and build new ones to effect change in your community (see our list of resources for potential partners).

- Work with local partners and law enforcement to set up sobriety checkpoints (see www.nhtsa.dot.gov/people/injury/alcohol/july4planner-03/index.htm for tips and suggestions).
- Implement a community-based designated driver program (see www.nhtsa.dot.gov/people/injury/alcohol/DesignatedDriver/index.html for more information on starting a program).
- Raise awareness about the need for booster seats by reaching out to parents, pediatricians, child care providers, and others in your community (see www.nhtsa.dot.gov/people/injury/childps/CPSWeekPlanner/activities.html for ideas about reaching key groups).
- Work with your local SAFE KIDS Coalition to host an event at the child safety seat inspection station (www.safekids.org) or coordinate a child safety seat checkpoint.
- Implement a community-based intervention to increase seat belt use and child passenger safety or decrease alcohol impaired driving. Choose an intervention that has been proven effective from *The Guide to Community Preventive Services* (www.thecommunityguide.org).
- Promote pedestrian safety in your community by participating in Walk to School Day or completing a walkability checklist to share with local decision makers (see www.walkinginfo.org for more about ways to promote pedestrian safety or read *A User Manual for Pedestrian Safety Programs* online at www.fhwa.dot.gov/safety/fourthlevel/pdf/G014-031UserManual.pdf).
- Organize a bicycle safety and helmet distribution program to promote safe cycling (see www.bicyclinginfo.org for tools and suggestions).